



19  
 Europäisches Patentamt  
 European Patent Office  
 Office européen des brevets



11 Publication number: 0 680 214 A2

10/046,933 :B1

12

## EUROPEAN PATENT APPLICATION

21 Application number: 95302571.5

51 Int. Cl.<sup>6</sup>: H04N 7/173, H04N 7/16

22 Date of filing: 19.04.95

30 Priority: 29.04.94 US 236286

12 Inventor: Blahut, Donald Edgar  
 9 Stevens Drive  
 Holmdel, New Jersey 07733 (US)  
 Inventor: Story, Guy Ashley  
 151 Spring Street  
 New York, New York 10012 (US)  
 Inventor: Scheil, William Martin  
 910 Johnston Drive  
 Watchung, New Jersey 07060 (US)  
 Inventor: Szurkowski, Edward Stanley  
 9 Collinwood Road  
 Maplewood, New Jersey 07040 (US)

43 Date of publication of application:  
02.11.95 Bulletin 95/44

74 Representative: Johnston, Kenneth Graham et  
 al  
 AT&T (UK) Ltd.  
 5 Mornington Road  
 Woodford Green Essex, IG8 0TU (GB)

84 Designated Contracting States:  
DE FR GB IT

71 Applicant: AT & T Corp.  
32 Avenue of the Americas  
New York, NY 10013-2412 (US)

54 Sending of and billing for interactive shows based upon advertising activity.

57 Described is a technique for an interactive television ("ITV") system wherein viewers are allowed to select a desired level of advertisements with which they are provided. The technique comprises transmitting to a interactive services subscriber location a program and a set of advertisements (collectively referred to as a "show"). The set of advertisements is selected based upon an input from a user associated with the interactive services subscriber location. The input comprises an indicator of an amount of advertisements in the set of advertisements. Another feature of the ITV system described is that it allows for adjusting an amount of a bill of a subscriber to interactive television services based upon the amount of advertisements viewed in a show.

0 680 214 A2